

Canadians and their Museums

A Survey of Canadians and their views about the country's Museums

Report of Findings
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Executive Summary

This survey of almost 2,400 Canadians from coast-to-coast set out to determine the awareness that people have of Museums in their community, and to share their views about what these institutions reflect about this country's cultural and historical heritage. The findings are quite positive with respect to the important role Canadians in all parts of the country see Museums playing.

- 80% of all these respondents know of a Museum in their community, and 48% of them have visited such an institution in the past year at least once. 38% also say they had regularly visit Museums in other communities during the past year. 62% encourage guests to their community to visit these institutions as part of sightseeing.
- 78% of all English-speaking respondents put Museums on their lists of things to see, as do 69% of French-speaking respondents, when traveling in Canada or abroad
- 68% of respondents see Museums as offering both an Educational as well as an Entertainment/Recreational experience, in addition to 15% who see such trips as purely Educational, and 9% as purely Entertainment/Recreational
- 92% of all respondents believe it is important for children to be exposed to Museums
- 96% believe Museums contribute to our Quality of Life
- 94% believe Museums play a valuable role in Showcasing and Explaining our Artistic Achievements
- 97% believe Museums play a valuable role in Explaining our Natural Heritage
- 96% believe Museums play a valuable role in Showcasing and Explaining Achievements in Science and Technology
- 97% believe Museums play a critical role in Preserving Objects and Knowledge of Canada's History
- 93% believe Museums play a valuable role in Explaining other Regions and Cultures
- 60% believe Museums can play an even more significant role in Canadian Society than they do now, though one-third feel this job is being done well
- 76% of all respondents acknowledge that Museums are funded from a variety of sources, though another 15% believe that governments provide most operating funds, 6% think these come from individual and corporate giving, while 5% suggest admission fees cover all such costs
- 66% of English-speaking respondents believe Ottawa should contribute more to the day-to-day running of Museums outside the National Capital Region; albeit just 52% among French-speaking respondents feel this way, except in New Brunswick where support rises to 64%

- 61% of all respondents, and 64% of English-speaking respondents, support more funding from Ottawa in support of Educational Programs at Museums across Canada
- 63% of all respondents, and 66% of English-speaking respondents, support more funding from Ottawa in support of Preservation of important collections
- 78% of all respondents would support Ottawa's increasing its contribution to day-to-day operating expenses of Museums, either doubling the current level to \$2 per capita per year [41%], or even further to between \$2 and \$5 [36%]
- 24% have visited a Canadian Museum web site, and among these individuals, 44% made a subsequent trip to that institution
- 49% believe Museums should be exempt from registering their gun collections with the Federal Gun Registry, with 18% expressing Uncertainty

Methodology

In early 2003, **TeleResearch Inc.** of Toronto and Edmonton was retained by the **Canadian Museums Association** to conduct a national survey of Canadians to determine their general awareness of, and views about, Museums in the country. Given the subject of the survey and the nature of the sample populations, it was decided to present the data separately for English- and French-speaking respondents. However, a composite "National" picture has also been provided in brief executive summary, and question-by-question results may be found in the Survey Results Tables section of this report. In total, almost 2,400 individuals completed the seven-minute long telephone survey: 1,770 English-speaking and 628 French-speaking. What follows is an overview of the salient findings.

The National Picture

As is often the case, French-speaking Quebecers present views that are quite different from those expressed by Canadians in other parts of the country, including French-speaking residents of other provinces. For this reason, the full National Sample of this survey may present a slightly distorted view of how Canadians feel about their Museums. In certain respects, French-speaking Quebecers are less enthusiastic about federal support for these institutions, though they still believe Museums are important to the fabric of their social and cultural lives and experience. The reader should keep this in mind when considering the implications of these National findings. When just the English-speaking respondents are considered, Canadians in other parts of the country wish to see greater participation by the national government, and have expectations that Museums should receive greater support from Ottawa.

Awareness of, and attendance at, Museums...

That said, Canadians are quite aware of the existence of Museums in their communities: 80% say they know of such institutions in, or nearby, their city or town of residence. And 48% of all those completing this survey have visited a local Museum in the past year. This ranges from a high of 51% among English-speaking respondents to a low of 29% among French-speakers. Additionally, 38% have visited Museums in other communities: 42% of English- and 29% of French-speaking respondents. Furthermore, 62% say that they encourage out-of-town guests to visit local Museums: 65% of English- and 52% of French-speaking respondents. When they travel themselves, just 24% of all respondents admit they seldom or never consider visiting Museums. However, 78% of English-speaking respondents visit Often or Sometimes on their travels, as do 69% of French-speaking respondents.

For 68% of all respondents, Museums represent both an Educational Experience as well as one that is Entertaining/Recreational. To this can be added 15% who see such visits as strictly Educational and 9% Entertaining/Recreational. 70% of English-speakers saw this experience as combining these two outlooks, compared with 61% of French-speaking respondents.

Importance of Museums...

At 92%, it is clear that all respondents regardless of where they live in the country, strongly believe it to be important for young people to visit Museums: 94% among English- and 86% among French-speaking respondents. Furthermore, these institutions are viewed as being Very [56%] or Somewhat Important [40%] to our **Quality of Life** by all respondents [combined: 97% English; 94% French]. Very [61%] or Somewhat Important [33%] to **Show and Explain our Artistic Achievements** by all respondents [combined: 95% English; 93% French]. Very [78%] or Somewhat Important [19%] to **Show and Explain our Natural Heritage** by all respondents [combined: 98% English; 96% French]. Very [72%] or Somewhat Important [24%] to **Show and Explain our Achievements in Science and Technology** by all respondents [combined: 97% English; 95% French]. Very [83%] or Somewhat Important [14%] to **Preserve Objects and Knowledge about Canada's History** by all respondents [combined: 98% English; 94% French]. Very [62%] or Somewhat Important [31%] to **Explain other Regions and Cultures** by all respondents [combined: 93% English; 92% French]. Finally, almost 60% of all respondents believe **Museums can play a more significant role in Canadian Society** [59% of English-, 54% of French-speaking respondents], with another third expressing Uncertainty rather than outright rejection of this notion.

Support for Higher Funding from Ottawa...

76% of all respondents recognize that Museums rely on a blend of methods to finance their day-to-day operations: 77% among English- and 72% among French-speaking respondents. Only 4% thought entry fees covered these costs, 5% that private and corporate donations did so, and 15% that governments covered such expenditures alone. Interestingly, 23% of French-speakers believe governments cover most of these expenses, compared with just 12% among English-speakers.

In specific terms, it was asked if more federal government support should be forthcoming for purposes of Educational Programs and the Preservation of Important Collections. 61% supported more funds for Educational Programs, with another 27% expressing Uncertainty but not outright rejection. English-speakers were far more supportive, at 64%, than were French-speakers, at just 52%. With respect to Preservation..., 63% supported additional funds from Ottawa, again finding 66% in support among English-speakers but just 52% among French-speakers. There is also a more clear-cut negative response to both questions expressed by French-speaking respondents: 20% for Education, 21% for Preservation. This compares with just 10% and 8% respectively among English-speaking respondents. Most revealing, however, is the fact that among French-speaking respondents themselves, twice as many of those residing in Quebec reject more dollars from Ottawa for this purpose, than do those in New Brunswick. This would suggest concerns about federal drift into what is seen to be areas of provincial responsibility: education and cultural heritage.

When asked if Ottawa should provide greater financial support for Museums outside the National Capital Region – that is Museums not part of the national heritage collection of institutions – 63% of all respondents said “Yes”. But again, a definite linguistic division was revealed: 66% of English-speaking respondents want greater support from the federal government, compared with just 52% among French-speaking respondents. Probing further, support for increased support from Ottawa rose to 64% among French-speaking residents of New Brunswick, but dropped to 50% among those residing in Quebec.

This was followed by a question that provided very specific dollar figures for Ottawa's contribution towards Museums outside the National Capital Region, the least of which represented a doubling of the current per capita annual contribution. 78% of all respondents would support increases from \$2 to \$5: 41% for \$2, 36% for \$2 to \$5. Just 23% rejected any increase. When examined by language, 79% of English-speaking respondents call for such an increase compared with 74% of French-speaking respondents. [This rises to 81% among New Brunswick's French-speaking respondents, though drops to 72% among Quebecers.]

Other Issues

Just one-quarter of all respondents have used the Internet to "visit" a Museum, with no variance between English- or French-speaking respondents. This resulted in 44% of these individuals actually visiting that Museum. Respondents across English-speaking Canada were asked one additional question: Should Museums be exempt from registering their gun collections with the new Federal Gun Registry, given costs and time associated with the process. 49% of respondents felt there should be no such registration, while 33% rejected any exemption for Museums.

English-Speaking Canada

1,770 respondents in select but representative communities across English-speaking Canada completed this telephone survey. These individuals were called randomly from published telephone listings, in a sample reflecting large and small communities in all provinces [and the Yukon Territory] but Quebec. Such a sample provides for an overall margin of error of 2.5 percentage points, 19 times out of 20. Fieldwork took place during the first weeks of February 2003.

“Our subject is Museums, non-profit Heritage Institutions, ranging from small Community Museums to large city Art Galleries. This includes Science Centres, Natural History Museums, Historic Sites... All are non-profit, run in the public interest.

Are you aware of any such Museums in your community?

There is a very high level of awareness of the presence of local Museums across all English-speaking Canada. Exactly four-in-five respondents [80%] are aware of having such a Museum in their own community, the highest level coming from those living in the Atlantic [82%] and Western [81%] regions, and those aged between 45 and 55 years [83%]. This drops to three-quarters of respondents [76%] in Ontario. Women, at 81%, are slightly more aware than men, at 77%. Among those who did not visit such a Museum in the past year, awareness drops to 67%.

In the past 12-months, how many times have you visited a Museum in your community?

Exactly one-half of respondents [51%] had visited a local Museum at least once within the past year: 54% in the Atlantic region, 53% in the West, but just 48% in Ontario. Women did so in slightly higher numbers [50%] than men [46%]. Of these, 4% had visited such a Museum more than five times. 57% of those aged 30 to 44 years had visited once or more, though this dropped to 34% among respondents Under 18.

... in another Canadian city or town?

42% of all respondents had visited Museums elsewhere in Canada in the past 12-months: 37% among those residing in Atlantic Canada, 46% among Ontarians, and 41% among Westerners. And of these, a similar 4% had visited more than five times in the year. Attendance was also highest among those aged 45 to 55 years [46%], and lowest among those Over 55 years of age [38%] and Under 18 [39%]. Among those who made one to five Museum visits in their home city, 56% had also visited a similar number in another Canadian city. And of those having more than five such visits at home, 80% paid a visit to an out of town Museum at least once, with one-third making more than five such visits.

When you have visitors, do you encourage them to visit Museums near you?

Showing visiting friends the Museum(s) in their community appears to be important to a very large percentage of respondents. Two-thirds of all respondents [65%] say that they encouraged visitors to check out local Museums, ranging from a high of 68% in the West, to 64% in the Atlantic region, to 60% in Ontario. This rises to an impressive 76% among those Over 55, and 71% among those aged 45 to 55 years. As may be expected, among those who themselves have visited local Museums at least once in the past year, 78% suggested such outings for their visitors, as do 92% of those who had made more than five such visits.

When you travel, do you visit Museums?

Museums are important destinations/attractions to those who travel both in Canada and abroad. More than three-quarters of all respondents [78%] say that they themselves visited Museums when travelling, either Sometimes [47%] or Often [31%]. This ranges from a high of 81% among Westerners, to 76% among those in each of the Ontario and Atlantic regions. While there is little difference to be found by gender, by age a considerable rise to an average of 81% among those over 45 years, is evident. And among those

frequenting Museums, 97% of those going more than five times in their community visit Often [76%] or Sometimes [22%]; 89% among those attending locally between one and five times.

Which would be your primary reason to visit a Museum?

70% of respondents go to Museums for the combined purposes of having an educational experience, as well as being entertained. Another 14% seek out a purely educational experience, while 10% are seeking an entertaining time. 6% of all respondents indicate that they have never been to a Museum. This ranges from a high of 8% in Ontario, to a low of 4% in the West. For those Under 18, going to Museums is much more an entertainment or recreational experience [36%], than is the case for any other age group. In fact, this reason drops to an average of 7% among all other respondents by age. Among respondents Over 55, such visits are seen as purely educational by 22% versus 6% as entertaining. This combined “experience” is expressed by 81% of those visiting local Museums one to five times, and by 78% of those visiting more than five times.

Do you believe it is important for Children and Young People to visit Museums to learn more about our History and Achievements?

Fully 94% of respondents express the opinion that visiting Museums are an important thing for young people to do. This level is consistent in each of the three regions, but rises to an overall average of 97% among respondents aged over 30. Among those Under 18, this view drops to a still substantial 82%. This means few Canadians reject Museums as being unimportant to the cultural awareness of young people, and even the youngest of respondents sees value in visiting such institutions.

How important do you believe Museums are to the Quality of Life in our society?

This viewpoint is further strengthened by other perceptions of the considerable importance that Museums play in Canadian society, in their multiple roles, and the esteem in which these institutions are held by English-speaking Canadians. 97% of all respondents express the view that Museums are either Very [57%] or Somewhat [39%] Important to our Quality of Life, with next to no difference apparent from region to region. Those Under 18, however, do have a less definitive view of this, with 8% rejecting both propositions.

Museums serve many functions. I will read six. After each, tell us if you believe this function to be Very Important, Somewhat Important, or Not at all Important.

To show and explain our Artistic Achievements...

In focusing further, 95% of all respondents believe that Museums are Very [61%] or Somewhat [34%] Important in showing off our country’s Artistic Achievements. There is some variance by degree from region to region, with two-thirds of those in Atlantic Canada selecting Very Important, compared with 62% in Ontario, and 58% in the West. By age, a similar variance exists, though in this case it is those aged 45 to 55 [at 62%] and those Over 55 [at 66%] who opt for Very Important, while just 59% of those under 30 rate it so.

... our Natural Heritage

98% of those in our sample believe Museums to be Very [80%] or Somewhat [17%] Important in showing us our Natural Heritage. This Very Important level ranges from 88% in Atlantic Canada, to 81% in the West, and 77% in Ontario. A similar age variance is revealed, with those over 45 years of age averaging 84% for the Very Important category, while just 69% feel this strongly among those Under 18.

... our Achievements in Science and Technology

97% believe Museums to be Very [74%] or Somewhat [23%] Important in showing our country and its peoples' Achievements in Science and Technology. Again, the combined response was consistent across all three regions, with minor variance in the Very Important category where Western Canadians felt slightly less so [71%] than did those in either Ontario [75%] or the Atlantic [77%] regions.

To preserve objects and knowledge about Canada's History

98% believe Museums to be Very [85%] or Somewhat [13%] Important in the preservation of our nation's historical legacy and artifacts. This too, is consistent across the three regions and all ages.

To help us understand and accommodate people from Other Regions and Cultures

93% believe Museums can play a Very [61%] or Somewhat [32%] Important role in explaining to us other peoples and cultures. However, the relative drop in the level of Very Important responses compared to those given to the previous questions [between 24 and 13 percentage points], suggests that Museums are seen to be slightly less critical in serving this ethnological function.

Could Museums play a more significant role in our Society?

Almost three-in-five respondents [58%] believe that Museums can play a more significant role in Canadian society, though one-third remain Uncertain about this matter. Of those who visited Museums most often [more than five times] this view rose to 82%, compared with 66% among those paying one to five visits, and just 51% among those who had not visited such an institution in the past year.

How do you think Museums in Canada are funded?

77% of all respondents recognize that museums in Canada are funded through a combination of admission fees, private donations and government grants. 12% express the view that governments are the main source of funds, while an almost equal number [5% and 6% respectively] believe it to be from admission fees and private donations. There are only minor variances to be found from region to region. However, a significant 23% of respondents Under 18 believe that most Museums are self-funded, and just 60% recognized these institutions relied on a mix of all three sources. Among the most frequent of Museum-goers [five or more visits], an equal number, 5% each, think Museums are self-funded through admission fees or support through private individual/corporate donations, 14% hold the view governments pay the toll, while 76% recognized the mix of all these sources of income. Of those paying between one and five visits, 81% recognize the blend of sources, 11% think most funding comes from governments, 6% from personal or corporate donations, while just 2% believe Museums are self-funded.

Should Museums receive more support from governments to provide Educational Services?

64% of all English-speaking respondents feel governments should provide more funding for Educational Services at Museums, with just 10% rejecting this proposition outright. This ranges from a high of 70% in Atlantic Canada, to 65% in Ontario, and to 60% in the West. Differences are less pronounced when examined by age, ranging from a low of 61% [ages 18 to 29 years] to a high of 65% [ages Over 55 and Under 18]. This view reached 78% among those attending Museums more than five times, and 69% for those attending between one and five times.

Should Museums receive more support from governments to better Preserve Important Collections?

Two-thirds feel governments should provide more support for Preservation purposes, with just 8% rejecting this proposition. Younger respondents hold less appreciation for this role, support for which rises with age of the respondent, from a low of 60% among respondents Under 18, to a high of 70% among those Over 55 years of age. And to highs of 80% among those attending Museums more than five times, and 71% for those attending between one and five times.

The Federal Government presently spends less than \$1 per Canadian per year in support of Museums outside the National Capital. Should Ottawa contribute a greater share towards operating Museums across the country?

Two-thirds of all respondents also believe that the Federal government should be spending more on its support of museums outside the National Capital Region. Only 10% rejected additional support from this source. Among those attending Museums most frequently, this view rises to 78% among those attending Museums more than five times, and 73% for those attending between one and five times.

Considering \$1 is less than the cost of a cup of coffee, would you support an increase in Ottawa's support?

Most heartening is the fact that a very healthy four-fifths of all English-speaking respondents [79%] back up the belief that Ottawa should contribute more, by confirming this with a specific figure: 43% back a doubling of Ottawa's current \$1 per person per year to \$2, while 36% would go to a level of between \$2 and \$5. This rises to 84% among those attending Museums more than five times a year – and to 54% to between \$2 and \$5 – while older respondents endorse higher levels: 84% among those Over 55 and 82% among those aged 45 to 55 years. In both cases, almost one-half of these same respondents endorsed the higher of the two figures.

Under the Firearms Registry law, Museums must pay and register any guns in their collections. For many, this is a costly process. Should Museums be excluded from registering their gun collections?

Although in most national polls, Canadians still support Ottawa's "Gun Registry", almost one-half of respondents [49%] here support excluding museums from complying with the terms of gun registration for their collections. This costly and time intensive process is endorsed by just one-third of all respondents across English-speaking Canada.

Have you ever visited a Museum through the Internet?

There is considerable room to grow by Museums in making use of the Internet. Just one-quarter of all English-speaking respondents have thus far visited a Museum website. This was highest among those in Atlantic Canada [28%], and marginally lower in Ontario [25%] and the West [24%]. As might be expected, it is the youngest group of respondents who have used the Web most [35% among those Under 18], and the oldest group which has used it the least [17% among those Over 55 years]. The greatest use of the internet has come from those who have paid more than five visits in the previous year to a local Museum: slightly less than one-half, at 46%, have accessed a website.

Did this result in your visiting this Museum in person?

Of those who had accessed a Museum website, 44% actually followed up with a visit to the Museum itself. This includes 74% of those Under 18 years of age.

French-Speaking Canada

628 French-speaking respondents in representative communities across Quebec and New Brunswick completed this telephone survey. Questions were the same as the English-language ones, though two were cut from this version to keep within time constraints. Neither question was critical to providing significant cross-sample comparisons. People were called randomly from published telephone listings, in a sample reflecting large, medium and small communities in the two provinces. Such a sample within this context provides an overall margin of error of 2.5 percentage points, 19 times out of 20. Fieldwork took place during the final week of February 2003.

“Le sujet de notre sondage porte sur les musées, c’est à dire les institutions du patrimoine à but non-lucratif: qu’il s’agisse de musées qui se trouvent dans de petites communautés ou des musées d’art que l’on peut retrouver dans les grandes villes. Cela comprend aussi les centres de sciences, les musées d’histoire naturelle, les sites historiques... Tous ces musées sont à but non-lucratif et servent l’intérêt du public.

Est-ce que vous savez s’il y a des musées dans votre communauté?

As is the case with the English-language sample, awareness of Museums is very high among French-speaking respondents. Slightly more than four-in-five of them [82%] were aware of such a museum in their own community, the highest level coming from men, at 84%, and those aged 45 to 55, at 89%. Among those who have not visited such institutions, awareness drops to 74%.

Dans les 12 mois qui viennent de s’écouler, combien de fois avez-vous visité le(s) musée(s) dans votre communauté?

Two-in-five respondents [38%] had visited a local museum at least once within the past year. Men did so in equal number with women. However, just 1% of respondents had visited such a museum more than five times, one-quarter of the level found among those in the English-speaking sample. The highest level of attendance, combined one to five and more than five visits, was recorded among those aged 45 to 55 years [43%] and 18 to 29 years [41%].

...et dans une autre ville canadienne?

29% had visited museums elsewhere in Canada: This did vary with gender, as 34% of males had visited outside their home community, compared with just 26% for females. Highest levels are again recorded by those aged 18 to 29 years [36%] and 45 to 55 years [32%].

Quand vous recevez de la visite, encouragez-vous ces personnes de visiter les musées qui se trouvent près de chez vous?

Showing visiting friends the Museum(s) in their community appears to be important to just over one-half of respondents. 52% said that they encouraged visitors to check out local museums, ranging from a high of 56% among women and 48% among men. Higher levels of recommendation are also to be found among older respondents: 60% of those aged 45 to 55, and 57% of those Over 55 years.

Lorsque vous voyagez, allez-vous dans les musées?

Museums are important destinations/attractions to those who travel. Slightly more than two-thirds of all respondents [69%] say they themselves visit Museums when travelling, either Sometimes [50%] or Often [19%]. This rises to a high of 72% among those aged 45 to 55 years who are likeliest to be traveling regularly.

Lorsque vous visitez un musée, quelle est la raison principale?

61% of all respondents go to museums for the combined purposes of having both an educational experience, as well as an entertaining one. A further 18% sought a purely educational experience, while 7% sought an entertaining time. 13% of all French-speaking respondents indicate that they have never been to a museum. This ranged from a high of 16% among those aged Over 55, to a low of 8% among those aged 18 to 29 years.

Pensez-vous qu'il est important pour les enfants et les jeunes personnes de visiter les musées pour en apprendre plus sur notre histoire et sur ce que nous avons accompli?

86% of those completing this survey hold the opinion that visiting museums is an important thing for young people to do. Just 4% rejected notion totally, though 10% of those Under 18 felt this way.

D'après vous, quelle est l'importance des musées pour la qualité de vie au sein de notre société?

94% of French-speaking respondents express the opinion that museums are either Very [51%] or Somewhat [43%] important to our Quality of Life, with just 6% rejecting this notion outright.

Les musées ont de nombreuses fonctions. Je vais vous énoncer 5 de ces fonctions. Après chaque fonction, dites-nous si vous pensez cette fonction est très important, un peu important, ou ce n'est pas tout important....

Pour montrer et expliquer nos réussites artistiques...

93% believe museums to be Very [61%] or Somewhat [32%] Important in showing our Artistic Achievements

...notre patrimoine naturel

96% believe museums to be Very [70%] or Somewhat [26%] Important in showing our Natural Heritage.

... nos réussites en sciences et en technologie

95% believe museums to be Very [69%] or Somewhat [26%] Important in showing our Achievements in Science and Technology.

Pour protéger tous les objets et toutes les connaissances qui se rapportent à l'histoire du Canada...

93% believe that it is Very [76%] or Somewhat [18%] Important to have museums preserve such historical artifacts.

Pour nous aider à mieux comprendre et à mieux aider les gens qui viennent d'autres régions et qui ont une autre culture.

92% believe museums can play either a Very [64%] or Somewhat [29%] Important role in explaining to us other people and cultures.

Est-ce que les musées pourraient jouer un rôle plus important au sein de notre société?

Slightly more than one-half of all French-speaking respondents [54%] believe that museums could play a more significant role in Canadian society, though one-third expressed uncertainty about this matter.

Comment pensez-vous que les musées sont subventionnés? S'auto-financent grâce aux billets d'entrée; des dons d'individus ou d'entreprises; les gouvernements; un peu de tout cela.

72% of all respondents recognize that museums in this country are funded through a combination of admission fees, private donations and government grants. 23% express the view that governments are the main source of funding, while 3% believe it to come from admission fees, 2% from private personal and corporate donations.

Est-ce que vous pensez que les musées devraient recevoir plus d'aide des gouvernements afin d'offrir des services pédagogiques?

52% of respondents believe governments should provide more funding for Educational Services at museums, with 20% rejecting this proposition.

Est-ce que les musées devraient recevoir plus d'aide des gouvernements pour pouvoir mieux protéger les collection importantes?

Similar responses were received to this question: 52% believe governments should provide more support for preservation purposes, with 21% rejecting this.

Le gouvernement fédéral dépense moins de 1 \$ par Canadien/Canadienne, par an, pour aider les musées à l'extérieur de la capitale nationale. Est-ce qu'Ottawa devrait donner plus d'argent pour les services des musées du pays?

52% of all French-speaking respondents express the view that the Federal government should be spending more on its support of museums outside the National Capital Region. 21% reject any additional support from Ottawa, though one-quarter remain Uncertain.

It is interesting to note, however, that among respondents from New Brunswick, 64% wish to see Ottawa spending more on Museums outside the National Capital, compared with just 50% among those residing in the province of Quebec. This variance suggests that Quebecers might generally oppose Ottawa's support of any and all cultural institutions, believing this to be an intrusion into a provincial responsibility. This view is not held by those in New Brunswick, nor by English-speaking respondents to the survey.

Sachant que 1 \$ représente le prix d'une tasse de café, est-ce que vous seriez en faveur d'une augmentation de l'aide d'Ottawa? De 2 \$, entre 2 et 5 \$, ou pas en faveur d'une augmentation.

A respectable three-quarters of all respondents [74%], after knowing the amount Ottawa now spends on such support, up the belief that the federal government should contribute more, and confirmed this with a specific figure: 38% back a doubling to \$2 per person per year, while another 36% would go to a level between \$2 and \$5. As in the previous question, province of residence plays an important factor: 81% of those in New Brunswick support a specific increase, either doubling to \$2 [50%], or going up to \$5 [31%]. The same figures for Quebec respondents are 72%, and 35% and 37% respectively.

Pour terminer, avez-vous déjà visité un musée sur Internet?

Slightly less than one-quarter of respondents [23%] have visited a museum website. This was highest among those Under 18 [40%] and lowest among those Over 55 years of age.